

ABSTRACT OF THE DISCLOSURE

Disclosed herein is a sunshield assembly for use in automotive vehicles, and more particularly to a sunshield assembly for an automotive vehicle, which prevents potentially damaging solar radiation from entering the interior of the vehicle through a windshield when in motion or parking of the vehicle, thereby preventing a rising in the temperature of the vehicle interior. The sunshield assembly comprises a mount which is fixedly installed on a windshield of the automotive vehicle, a deployable and retractable sliding unit including a plurality of connector members having the same configuration and adapted to be successively coupled to one another, and a cover configured to be coupled to an outermost one of the connector members, wing members each having a triangular steel liner narrowing toward an outer end thereof, and a coating layer attached to one surface of the steel liner, the coating layer consisting of a paper sheet, and a transparent film bonded to each other, and a holder for fixing the cover. With such a configuration, the sunshield assembly can freely adjust a sun-shielding area according to deployment and retraction operations of the connector members, and can continuously maintain the wing members in a uniform state without causing any deformation or drooping thereof, resulting in a stable use thereof.